

IN THE CLAIMS:

1. (previously presented) An insulated container comprising:

a body comprising outer walls and a base defining a storage space and configured to prevent heat transfer out of the storage space;

a cover configured to couple with the body and to prevent heat transfer out of the storage space; and

an expandable beverage holder configured to couple to the cover, the expandable beverage holder having a telescoping construction and movable between a collapsed configuration and an expanded configuration, in the expanded configuration the expandable beverage holder one of extending away from the storage space and extending into the storage space and configured to hold a beverage container, a bottom of the expandable beverage holder configured to prevent heat transfer.

- 2-4. (canceled)

5. (previously presented) The insulated container of claim 1, wherein a side of the expandable beverage holder is configured to allow heat transfer.

6. (canceled)

7. (original) The insulated container of claim 1, wherein the body and the cover are soft-sided.

8. (previously presented) The insulated container of claim 1, further comprising at least one of a zipper, a snap and a hinge to facilitate coupling the body to the cover.

9. (previously presented) A container comprising:

an insulated body comprising outer walls and a base, the insulated body defining a storage space;

an insulated cover movably coupled with the insulated body; and

an expandable beverage holder integrated with the insulated cover, the expandable beverage holder having a telescoping construction and movable between a collapsed configuration and an expanded configuration, in the expanded configuration the expandable beverage holder one of extending outwardly with respect to the storage space and extending inwardly with respect to the storage space and configured to hold a beverage container.

10. (canceled)

11. (previously presented) The insulated container of claim 9, wherein the side configured to telescope away from the storage space to form the beverage holder in the expanded configuration.

12. (previously presented) The insulated container of claim 11, wherein the side is configured to compress to facilitate moving the expandable beverage holder to the collapsed configuration.

13. (canceled)

14. (canceled)

15. (previously presented) The insulated container of claim 9, wherein the expandable beverage holder further comprises a side configured to telescope into the storage space to form the beverage holder in the expanded configuration.

16. (previously presented) The insulated container of claim 9, wherein the side is configured to compress to facilitate moving the expandable beverage holder to the collapsed configuration.

17. (canceled)

18. (previously presented) The container of claim 9, wherein a bottom of the expandable beverage holder is configured to prevent heat transfer.

19. (previously presented) The container of claim 9, wherein the side of the expandable beverage holder is configured to allow heat transfer.

20. (previously presented) The container of claim 9, wherein the side having a telescoping construction configured to move between the collapsed configuration and the expanded configuration.

21. (previously presented) An insulated container comprising:

a body comprising outer walls and a base, the body defining a storage space and configured to prevent heat transfer out of the storage space;

a cover configured to couple with the body and to prevent heat transfer out of the storage space; and

an expandable beverage holder configured to couple to the cover, the expandable beverage holder having a telescoping construction and movable between a collapsed configuration and an expanded configuration, in the expanded configuration the expandable beverage holder one of extending away from the storage space and extending into the storage space and configured to hold a beverage container.